AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior revisions, and listings, of claims in the application:

Listings of Claims:

Claims 1-24 (Cancelled).

25. (Currently amended) A method for generating web pages, comprising:
storing a preconstructed web page;
storing, separate from said preconstructed web page, correlation data that specifies a correlation between an identifier and replacement content;
receiving a request for a requested web page that corresponds to said preconstructed web page;
in response to said request, retrieving [[a]] said preconstructed web page ~~that corresponds to said request for said requested web page~~, wherein:
said preconstructed web page was created prior to receiving said request,
said preconstructed web page is written in a tag-delimited page description language, and
said preconstructed web page includes [[an]] said identifier that is located at a position between a pair of tags within said preconstructed web page;
in response to said request, modifying said preconstructed web page to produce said requested web page by causing a program to perform the steps of:
removing said identifier from said preconstructed web page, and
inserting said replacement content at said position in said preconstructed web page, wherein said replacement content is selected based on the correlation data; and
providing said requested web page in response to said request.

26. (Previously presented) The method as recited in Claim 25, wherein removing said identifier and inserting said replacement content further includes substituting

replacement text for said identifier in said preconstructed web page.

27. (Previously presented) The method as recited in Claim 25, wherein:
said identifier is a first identifier and said position is a first position;
said preconstructed web page includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page; and
said preconstructed web page includes first code that corresponds to a first display region that includes said first identifier and second code that corresponds to a second display region that includes said second identifier; and
modifying said preconstructed web page to produce said requested web page further comprises causing said program to arrange said first code that corresponds to said first display region and said second code that corresponds to said second display region in said requested web page based on an ordering of said first position and said second position in said preconstructed web page.

28. (Previously presented) The method as recited in Claim 25, wherein:
said program is a first program, said identifier is a first identifier, and said position is a first position;
said preconstructed web page includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page; and
said preconstructed web page includes first code that corresponds to a first display region that includes said first identifier and second code that corresponds to a second display region that includes said second identifier;
modifying said preconstructed web page to produce said requested web page further comprises causing said program to arrange said first code that corresponds to said first display region and said second code that corresponds to said second display region in said requested web page based on an ordering specified by a second program.

29. (Previously presented) The method as recited in Claim 25, wherein:
said identifier is a marker;
said position is a relative position;

said preconstructed web page is a template;
said replacement content is dynamic content; and
said tag-delimited page description language is selected from the group consisting of hypertext markup language (HTML) and extended markup language (XML).

30. (Previously presented) The method as recited in Claim 25, further comprising:
parsing said preconstructed web page to generate a hierarchical representation of said preconstructed web page, wherein said hierarchical representation is based on a structure of said preconstructed web page; and
based on said hierarchical representation, processing said preconstructed web page to locate said identifier.

31. (Previously presented) The method as recited in Claim 25, wherein:
said preconstructed web page defines a plurality of display regions; and
code that corresponds to one display region of said plurality of display regions includes said identifier.

32. (Previously presented) The method as recited in Claim 31, wherein:
said identifier is a first identifier, said position is a first position, and said code that corresponds to one display region is first code that corresponds to a first display region;
said preconstructed web page includes said first code that corresponds to said first display region that includes said first identifier;
said preconstructed web page includes second code that corresponds to a second display region that includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page;
said preconstructed web page includes third code that corresponds to a third display region that includes no identifiers;
the method further comprises:
including said first code that corresponds to said first display region in said requested web page because said replacement content replaces said first identifier;

not including said second code that corresponds to said second display region in said requested web page because no replacement content replaces said second identifier; and

including said third code that corresponds to said third display region in said requested web page because said third code includes no identifiers.

33. (Previously presented) The method as recited in Claim 25, wherein:

said program is a hypertext template engine; and

a controller program performs the step of modifying said preconstructed web page to produce said requested web page by causing said hypertext template engine to perform the steps of removing and inserting.

34. (Previously presented) The method of Claim 33, wherein said controller program modifying said preconstructed web page to produce said requested web page by causing said hypertext template engine to perform the steps of removing and inserting further comprises:

said controller program making a substitution call to said hypertext template engine, wherein said substitution call specifies said identifier and said replacement content.

35. (Previously presented) The method as recited in Claim 25, wherein:

said identifier is a first identifier, said position is a first position, and said replacement content is first replacement content;

said preconstructed web page includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page; and

modifying said preconstructed web page to produce said requested web page further comprises causing said program to substitute second replacement content for said second identifier in said preconstructed web page.

36. (Previously presented) The method as recited in Claim 25, wherein:

said identifier is a first occurrence of said identifier;

said position is a first position;

said preconstructed web page includes a second occurrence of said identifier that is located at a second position between another pair of tags within said preconstructed web page; and

modifying said preconstructed web page to produce said requested web page further comprises causing said program to perform the steps of:

removing said second occurrence of said identifier from said preconstructed web page, and

inserting said replacement content at said second position in said preconstructed web page.

37. (Currently amended) A computer-readable medium for generating web pages, the computer-readable medium carrying instructions which, when executed by one or more processors, cause performance of the steps of:

storing a preconstructed web page;

storing, separate from said preconstructed web page, correlation data that specifies a correlation between an identifier and replacement content;

receiving a request for a requested web page that corresponds to said preconstructed web page;

in response to said request, retrieving [[a]] said preconstructed web page ~~that corresponds to said request for said requested web page~~, wherein:

said preconstructed web page was created prior to receiving said request,

said preconstructed web page is written in a tag-delimited page description language, and

said preconstructed web page includes [[an]] said identifier that is located at a position between a pair of tags within said preconstructed web page;

in response to said request, modifying said preconstructed web page to produce said requested web page by causing a program to perform the steps of:

removing said identifier from said preconstructed web page, and

inserting said replacement content at said position in said preconstructed web page, wherein said replacement content is selected based on the correlation data; and

providing said requested web page in response to said request.

38. (Previously presented) The computer-readable medium as recited in Claim 37, wherein the instructions for removing said identifier and inserting said replacement content further comprise instructions which, when executed by the one or more processors, cause performance of the step of substituting replacement text for said identifier in said preconstructed web page.

39. (Previously presented) The computer-readable medium as recited in Claim 37, wherein:

said identifier is a first identifier and said position is a first position;

said preconstructed web page includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page; and

said preconstructed web page includes first code that corresponds to a first display region that includes said first identifier and second code that corresponds to a second display region that includes said second identifier; and

the instructions for modifying said preconstructed web page to produce said requested web page further comprise instructions which, when executed by the one or more processors, cause performance of the step of causing said program to arrange said first code that corresponds to said first display region and said second code that corresponds to said second display region in said requested web page based on an ordering of said first position and said second position in said preconstructed web page.

40. (Previously presented) The computer-readable medium as recited in Claim 37, wherein:

said program is a first program, said identifier is a first identifier, and said position is a first position;

said preconstructed web page includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page; and

said preconstructed web page includes first code that corresponds to a first display region that includes said first identifier and second code that corresponds to a second display region that includes said second identifier;

the instructions for modifying said preconstructed web page to produce said requested web page further comprise instructions which, when executed by the one or more processors, cause performance of the step of causing said program to arrange said first code that corresponds to said first display region and said second code that corresponds to said second display region in said requested web page based on an ordering specified by a second program.

41. (Previously presented) The computer-readable medium as recited in Claim 37, wherein:
said identifier is a marker;
said position is a relative position;
said preconstructed web page is a template;
said replacement content is dynamic content; and
said tag-delimited page description language is selected from the group consisting of hypertext markup language (HTML) and extended markup language (XML).

42. (Previously presented) The computer-readable medium as recited in Claim 37, further comprising instructions which, when executed by the one or more processors, cause performance of the steps of:
parsing said preconstructed web page to generate a hierarchical representation of said preconstructed web page, wherein said hierarchical representation is based on a structure of said preconstructed web page; and
based on said hierarchical representation, processing said preconstructed web page to locate said identifier.

43. (Previously presented) The computer-readable medium as recited in Claim 37, wherein:
said preconstructed web page defines a plurality of display regions; and
code that corresponds to one display region of said plurality of display regions includes said identifier.

44. (Previously presented) The computer-readable medium as recited in Claim 43,

wherein:

said identifier is a first identifier, said position is a first position, and said code that corresponds to one display region is first code that corresponds to a first display region;

said preconstructed web page includes said first code that corresponds to said first display region that includes said first identifier;

said preconstructed web page includes second code that corresponds to a second display region that includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page;

said preconstructed web page includes third code that corresponds to a third display region that includes no identifiers;

the computer-readable medium further comprises instructions which, when executed by the one or more processors, cause performance of the steps of:

including said first code that corresponds to said first display region in said requested web page because said replacement content replaces said first identifier;

not including said second code that corresponds to said second display region in said requested web page because no replacement content replaces said second identifier; and

including said third code that corresponds to said third display region in said requested web page because said third code includes no identifiers.

45. (Previously presented) The computer-readable medium as recited in Claim 37, wherein:

said program is a hypertext template engine; and

a controller program performs the step of modifying said preconstructed web page to produce said requested web page by causing said hypertext template engine to perform the steps of removing and inserting.

46. (Previously presented) The computer-readable medium of Claim 45, wherein the instructions for said controller program modifying said preconstructed web page to produce said requested web page by causing said hypertext template engine to perform

the steps of removing and inserting further comprises instructions which, when executed by the one or more processors, cause performance of the steps of:

said controller program making a substitution call to said hypertext template engine, wherein said substitution call specifies said identifier and said replacement content.

47. (Previously presented) The computer-readable medium as recited in Claim 37, wherein:

said identifier is a first identifier, said position is a first position, and said replacement content is first replacement content;

said preconstructed web page includes a second identifier that is located at a second position between another pair of tags within said preconstructed web page; and

the instructions for modifying said preconstructed web page to produce said requested web page further comprise instructions which, when executed by the one or more processors, cause performance of the step of causing said program to substitute second replacement content for said second identifier in said preconstructed web page.

48. (Previously presented) The computer-readable medium as recited in Claim 37, wherein:

said identifier is a first occurrence of said identifier;

said position is a first position;

said preconstructed web page includes a second occurrence of said identifier that is located at a second position between another pair of tags within said preconstructed web page; and

the instructions for modifying said preconstructed web page to produce said requested web page further comprise instructions which, when executed by the one or more processors, cause performance of the step of causing said program to perform the steps of:

removing said second occurrence of said identifier from said preconstructed web page, and

inserting said replacement content at said second position in said

preconstructed web page.

49. (Previously presented) A system for generating web pages, comprising:

a preconstructed web page that corresponds to a request for a requested web page, wherein said preconstructed web page was created prior to receipt of said request, said preconstructed web page is written in a tag-delimited page description language, said preconstructed web page includes an identifier that is located at a position between a pair of tags within said preconstructed web page, and said preconstructed web page is retrieved in response to said request;

a first program; and

a second program that, in response to said request, modifies said preconstructed web page to produce said requested web page by causing said first program to remove said identifier from said preconstructed web page and insert replacement content at said position in said preconstructed web page, wherein said requested web page is provided in response to said request.